BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Foundation Diploma in Health and Social Care Pearson BTEC International Level 3 Diploma in Health and Social Care Pearson BTEC International Level 3 Extended Diploma in Health and Social Care Pearson BTEC International Level 3 Extended Diploma in Health and Social Care (Health Studies)
Unit number and title	**Unit 6: Promoting Public Health**
Learning aim(s)	Learning aim A: Examine strategies for developing public health policy to improve the health of individuals and the population Learning aim B: Examine the factors affecting health and the impact of addressing these factors to improve public health Learning aim C: Investigate how health is promoted to improve the health of the population Learning aim D: Investigate how health promotion encourages individuals to change their behaviour in relation to their own health
Assignment title	**Can policy lead to better health?**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have volunteered as a researcher for your regional heath authority during your summer break. You will be researching public health provision in your local area.
Task 1	You have been asked to present the results of your research, as a report, to inform the public about the role of public health. Your report must include: • an evaluation of how far the use of three different strategies and monitoring the health status of the population in one demographic area, meets the aims of the regional health authority, in reducing the four factors that influence public health • an analysis of how public health is influenced by your three selected strategies and by patterns of health and ill health. • an assessment of the extent to which the four factors affect current public health and ill health in your selected area and how minimising the factors can contribute to improving the health of the population in relation to your selected area.

	Your report should include reference to local demographic data, comparing this to national data. You must also include suitable justifications for your statements and make recommendations for improvement.
Checklist of evidence required	Report
Criteria covered by this task:	

Criteria reference	To achieve the criteria you must show that you are able to:
AB.D1	Evaluate how far the use of strategies and monitoring the health status of the population helps public health policy to meet its aims in reducing the factors that influence public health, with reference to a specific demographic area.
A.M1	Analyse how public health policy is influenced by strategies and patterns of health and ill health.
B.M2	Assess the extent to which factors affect current patterns of health and ill health, with reference to a specific demographic area.
B.M3	Assess how minimising the factors affecting health can contribute to improving the health of the population in relation to the area.
A.P1	Explain the strategies used to develop public health policy in order for it to meet its aims.
A.P2	Explain how monitoring information to determine patterns of health and ill health issued by government to inform the creation of public health policy.
B.P3	Explain factors affecting current patterns of health and ill health in a specific demographic area.
B.P4	Explain the impact of public health policy in minimising these factors in relation to a specific demographic area.

Task 2	Your mentor at the regional health authority is pleased with your work. They have asked you to provide a second report on how a specific health promotion campaign has contributed to improving the health of a community, with reference to local demographic data compared to the national average. Your report must include all of the following: • a justification of the approaches which have been used to promote and protect health and prevent disease • an evaluation of the success of a specific public health campaign in encouraging health behaviour change • an evaluation of how far a recent health promotion campaign met the aims of public health policy through the strategies and approaches used, and an assessment of their success • an analysis of how theories and models can be used to overcome two barriers to behaviour change and increase public health awareness Your report must use detailed analysis and research, to justify your conclusions.
Checklist of evidence required	Report

Criteria covered by this task:	
Criteria reference	To achieve the criteria you must show that you are able to:
C.D2	Justify the approaches used to promote and protect health and prevent disease in a selected health promotion campaign.
D.D3	Evaluate the success of a specific public health campaign in encouraging behaviour change in relation to health.
D.D4	Evaluate how far a recent health promotion campaign met the aims of public health policy through the strategies and approaches used to improve the health of a demographic area.
C.M4	Assess the success of approaches used to promote and protect health and prevent disease in a selected health promotion campaign.
D.M5	Analyse how theories, models of approaches have been used in selected health promotion campaign to overcome barriers and increase public awareness.
C.P5	Explain how approaches to heath promotion and protection have been applied in selected health promotion campaign.
C.P6	Explain how approaches to prevention and control have been applied in a selected campaign.
D.P7	Explain how models or theories that justify behaviour change can be used to overcome barriers in relation to a selected health promotion campaign.
D.P8	Explain the features of a selected health promotion campaign and the approaches used to increase public awareness.
Sources of	**Books**

information to support you with this Assignment	Caron R M and Merrick J — *Public Health* (Nova Science Publishers Inc, 2014) ISBN 9781633215696 Thompson S R — *The Essential Guide to Public Health and Health Promotion* (Routledge, 2014) ISBN 9781135082680 **Websites** https://www.anhinternational.org/campaigns/ https://www.who.int/campaigns https://www.moh.gov.sa/en/HealthAwareness/Campaigns/Pages/default.aspx
Other assessment materials attached to this Assignment Brief	N/A